

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Fall 2018

Type of Action:

- New
- Modification
- Cancellation
- Move to Inactive (Stop Out)

Course Alpha and Number: MG 206

Course Title: Business Communication

Reason for initiating, revising, or canceling:

To update the course guide to reflect the degrees and certificates in which this course is offered as reflected on the School of Business IDPs. The methods for evaluations have also been clarified.


Dr. Debra A. Steed

S-31-18

Proposer

Date


Dr. Debra A. Steed

S-31-18

Director, School of Business

Date


Zerlyn A. Taimañao

Acting Dean, Learning and Student Success


Date

Northern Marianas College

Course Guide

Course: MG 206 Business Communication

1. Department

Business

2. Purpose

The purpose of this course is to help students improve their business communication skills in preparation for their future jobs and careers. This course emphasizes the development of both oral and written skills for effective business communication. It covers intercultural communication, workplace ethics and etiquette, planning, writing and editing business messages, email etiquette, and delivering speeches and oral presentations. The course also covers practical skills when communicating in teams, dealing with supervisors, peers, and subordinates in an office environment, resume writing and interviewing skills.

3. Description

A. Required/Recommended Textbook(s) and Related Materials

Required:

Thill, J. & Bovee, C. (2017). *Excellence in Business Communication*. 12th ed. Prentice Hall.

Readability level: 12

B. Contact Hours

1. **Lecture:** 3 hours per week / 45 hours per semester
2. **Lab:** None
3. **Other:** None

C. Credits

1. **Number:** 3
2. **Type:** Regular degree credits

D. Catalogue Course Description

This course emphasizes the development of both oral and written skills for effective business communication. It covers intercultural communication, workplace ethics and etiquette, planning, writing and editing business messages, email etiquette, and delivering speeches and oral presentations. The course also covers practical skills when communicating in teams, dealing with supervisors, peers, and subordinates in an office environment, resume writing and interviewing skills. Prerequisites: MG 231, CS 103. English Placement Level: EN 101. (Offered Fall and Spring).

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E. Degree or Certificate Requirements Met by Course

This course is required for the B.S. in Business Management, B.S. in Business Management: Accounting Concentration, A.A. degree in Business, A.A.S. degrees in Business Administration with emphasis in Accounting, Business Management, Hospitality Management, and Computer Applications, and the Certificate in Completion in Business Management and Small Business Management.

F. Course Activities and Design

This course incorporates short lecture, discussion, simulations, reading and writing assignments, small group activities, guest speakers, videos, oral presentations, and other related instructional activities.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisites: MG 231, CS 103

English Placement Level: EN 101

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the College: Instructor's salary

Cost to the Student: Tuition for a 3-credit course, and the cost of the textbook.

Instructional resources needed for this course include, whiteboard, dry-erase markers, instructor's laptop, multi-media system, and appropriate reference materials.

6. Method of Evaluation

Student learning will be evaluated by writing assignments, quizzes, and oral presentations.

NMC's grading and attendance policies will be followed.

7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

1.0 Understanding Business Communication

1.1 Characteristics of effective communication

1.2 Barriers to effective communication

1.3 Communicating more effectively on the job

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- 1.4 Using technology to improve business communication
- 1.5 Business etiquette
- 1.6 Ensuring ethical communication

- 2.0 Communicating in Teams and Mastering Listening and Nonverbal Communication
 - 2.1 Improving performance in teams
 - 2.2 Making your meetings more productive
 - 2.3 Improving listening skills
 - 2.4 Improving nonverbal communication skills

- 3.0 Intercultural Communication
 - 3.1 Opportunities and challenges of intercultural communication
 - 3.2 Enhancing your intercultural sensitivity
 - 3.3 Improving intercultural communication skills

- 4.0 Planning, Writing and Completing Business Messages
 - 4.1 The three-step writing process
 - 4.2 Gathering information and selecting the right media
 - 4.3 Organizing information effectively
 - 4.4 Composing business messages
 - 4.5 Revising, producing, proofreading and distributing messages

- 5.0 Writing Letters, Memos, E-mail, and Instant Messages
 - 5.1 Writing routine and positive messages
 - 5.2 Developing negative messages
 - 5.3 Common examples of negative messages
 - 5.4 Developing persuasive messages
 - 5.5 Developing marketing and sales messages

- 6.0 Preparing Reports and Oral Presentations
 - 6.1 Planning, writing and completing reports and proposals
 - 6.2 Planning, writing and completing oral presentations
 - 6.3 Enhancing presentations with effective visuals
 - 6.4 Overcoming anxiety and handling questions responsively

- 7.0 Writing Employment Messages and Interviewing for Jobs
 - 7.1 Building a career in today's dynamic workplace
 - 7.2 Writing résumés, application letters, and other employment messages
 - 7.3 Applying and interviewing for employment
 - 7.4 Following up after the interview

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8. Instructional Goals

This course will introduce students to:

- 1.0 The characteristics of effective business communication and the five strategies for communicating more effectively on the job;
- 2.0 The importance of ethics and etiquette in business communication;
- 3.0 The six categories of nonverbal communication;
- 4.0 The importance of recognizing cultural variations and strategies for communicating effectively in multicultural business environments;
- 5.0 Planning, organizing and writing business messages to convey routine, positive, negative and persuasive information;
- 6.0 Planning, writing and delivering effective oral presentations; and
- 7.0 Creating a professional resume and application letter for employment.

9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Describe the characteristics of effective business communication and the five strategies for communicating more effectively on the job;
- 2.0 Discuss the importance of ethics and etiquette in business communication;
- 3.0 Describe the six categories of nonverbal communication;
- 4.0 Explain the importance of recognizing cultural variations and describe strategies for communicating effectively in multicultural business environments;
- 5.0 Plan, organize and write business messages to convey routine, positive, negative and persuasive information;
- 6.0 Plan, write and deliver effective oral presentations; and
- 7.0 Create a professional resume and application letter for employment.

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10. **Assessment Measures**

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Quizzes and examinations;
- 2.0 Writing assignments; and
- 3.0 Oral presentations.